

The Home & Living Expo and the National Housing Week attracting project promoters from all over the country

HOME, the new branding of the Home & Living Expo fair which takes place simultaneously with the Semaine Nationale du Logement, opened its doors on a summery 14th October and greeted 32,000 visitors right up to today's autumnal final day.

The season's new products and future trends, creative craftsmanship, a varied housing provision, the inventiveness of the exhibitors and the conference programme of the Ministry for Housing and its partners determined the course of the event, which now points to a positive business climate and promising prospects for the coming months. The exhibitors noticed an increased number of international exhibition visitors, which will certainly also be confirmed by the evaluation of the visitor surveys.

The catering offer, appreciated by all exhibitors and visitors, as well as the numerous exhibitions and active contributions created a homely and relaxed atmosphere.

Large crowds on the first weekend with summer temperatures

In the context of the official event items such as the Meeting Ambassador Program by Raymond Schadeck, Chairman of Luxexpo The Box, the Luxembourg Index of Well-Being of the Ministry of the Economy, represented by the Secretary of State for the Economy Francine Closener, and the paradigm shift of the government regarding the housing policy discussed by the Minister for Housing Marc Hansen, the first weekend of the fair was a complete success.

Successful trade visits on the weekdays

The new opening times are concentrated on late afternoons and evenings. In this way, the visitors were now able to come from afternoon up to 9 pm instead of over the lunch period. The fine weather that persisted until Thursday did not make it any easier of course.

As customary, the visitors on weekdays are there on site for quite specific projects and are looking for precise information and detailed advice. The results of the visitor study will be able to tell us more on the duration of the visit, which has apparently also increased this year.

Typical autumn weather on the second weekend

The crowds of visitors on the second Saturday beat all Saturday records since the start of the event in 2014. This trend seems to be also confirmed for the Sunday.

The time and duration are still the two key elements for such events where long and complex procurement cycles are part of the everyday life. As usual the fair visitors first looked over the exhibitors and offers before they finally carefully compared them or even placed their orders in the last few days. The exhibitors cannot take stock until a few weeks after the event.

"These two events play a significant role in the area of investment and housing advice fairs. Exhibitors were able to act jointly as sector promoters, promotion platforms and drivers of business. The 250 or so experts present were a credit to their reputation by offering top quality and supporting with help and advice in all financial, technical as well as aesthetic and practical matters. This solid basis enables us to organise the fair for 2018 under the best conditions," explains Morgan Gromy, COO, Luxexpo The Box.

Economic effect of the two fairs

The major shareholder of Luxexpo The Box, the Chamber of Commerce, would now like to further expand the business activity and therefore used the opportunity to launch the first study ever conducted

in Luxembourg on the economic effect of exhibitions and trade fairs as well as of the MICE sector in general on Luxexpo The Box and the economy in Luxembourg. By spring 2018 several events will be included in the study.

“Our aim was a successful event: what was important to us was the presence of the most important actors from Luxembourg and the greater region, a practical infrastructure, the best quality for the services provided such as catering, a comprehensive programme of events and optimised visitor conditions. Thus the new multi-storey car park, which doubles our parking area to 3,000 spaces and is just a minute away from the entrance area, contributes significantly to the convenience of the visitors. I am proud of the work of all those who have been involved in the last few years. For me as the event organiser, it will be the last Home & Living Expo and Semaine Nationale du Logement. In future I shall enjoy joining in with these two events with great pleasure as a visitor,” explains Jean-Michel Collignon, CEO, Luxexpo The Box.

All attendees and fans of the Home & Living Expo fair and the Semaine Nationale du Logement can now put the event period from 13th to 21st October 2018 in their calendar.

Competition

Facebook competition on the Home & Living Expo – Semaine Nationale du Logement: An iPhone X goes to the lucky winner Rui Rodrigues from Esch/Alzette.

Big competition on the Home & Living Expo – Semaine Nationale du Logement: The name of the lucky winner of a cultural and design trip to Denmark for 2 people will be announced in a few days.

Get in touch with us for more information.

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Practical Information

Websites: www.HomeAndLivingExpo.lu

www.SemaineNationaleDuLogement.lu

Sozial networks: [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) | [Youtube](#)

To download: [Link to the photos of the fair](#)